



ALONG AUTOPHON



El Pasonns to Spend Sunday In Their Cars Running to Cox Ranch

Fifty Cars Are Entered for the Trip—To Leave El Paso at 8 a. m.—California Man and Wife Arrive Here in Chalmers Car on Tour of United States—New Yorkers Here on Way to Philippines.

THE one big event in El Paso motor circles for Sunday is the trip to Cox's ranch. The start will be made at 8 o'clock, from Pioneer plaza, and every automobilist in El Paso is expected to go. All will carry their own lunch and will enjoy the beautiful grove of trees at the Cox ranch. There will be speaking in the afternoon and fraternizing with the Las Cruces and Alamogordo automobilists and in the evening the owners of cars will return at their own pleasure, either through Las Cruces and the Organ pass or back the way they went up. The list will include from 45 to 50 cars, according to indications Saturday. The road is reported in good shape and the flowers are said to be blooming beautifully. The trip is under the auspices of the Chamber of Commerce and the Automobile club, but it is not necessary for an automobilist to be a member of either to take part in the run. It is a good road, booming trip and the idea is to get as big a crowd as possible.

Those who have decided to go are as follows:

H. F. Jackson, Studebaker "35."
F. M. Murchison, Chalmers "35."
Chas. Stevens, Chalmers "35."
Bert Semple, Haynes "35."
S. C. A. Wray, Haynes "35."
S. H. Baum, Chalmers "35."
Geo. LeBaron, Overland "35."
Herbert Broadbent, Overland "35."
L. M. Lewison, Cadillac "35."
C. L. Sirmann, Chalmers "35."
D. C. Crowell, Cadillac "35."
J. M. R. R. Ford, Ford "35."
Leo Orndorff, Chalmers "35."
G. A. Martin, Chalmers "35."
W. J. Rind, Chalmers "35."
R. H. Rinehart, Chalmers "35."
C. H. Stiles, Ford "35."
Capt. R. D. Reed, Ford "35."
Capt. A. V. Warr, Interstate "35."
Lieut. J. F. Taulbes, Studebaker "35."
Lieut. Geo. F. Bailey, Ford roadster.
Capt. Marion Raynor, Overland "35."
Capt. J. P. Wade, Studebaker "35."

Mason Pollard, Hudson "35."
D. C. Sutton, Geo. V.
James Primet, Lozier "35."
E. L. De Shazo, Ford "35."
J. E. Boston, Studebaker "35."
H. R. McClintock, Hudson "35."
Frank Cole, Overland "35."
George E. Wallace, Pathfinder "40."
Vance Fulkerson, Regal "35."
L. A. Statham, Studebaker "35."
A. J. Strayer, Studebaker "35."
C. P. Holmes, Hupmobile "35."
K. L. Tinker, Studebaker "35."
C. P. Knoblauch, Pathfinder "40."
D. C. Booth, Buick roadster.
K. W. Long, Peerless "35."
Burt Orndorff, E. M. F. "35."
Joel Kniffman, Buick roadster.
A. Schwartz, Lozier "35."
V. R. Schultz, Ford "35."
S. W. Woodworth, Buick "35."
J. W. McClure, Ford "35."
E. L. Coblenz, Cadillac "40."
John Miller, Buick Kar "35."
Tom Newman, Chalmers "35."
Geo. Harris, Overland "35."
C. E. Kerr, Chalmers "35."

I driving over the desert in a Chalmers "35." Mr. and Mrs. C. W. Kimbrey are in El Paso en route to Little Rock, Ark. They are on a pleasure jaunt and carry their bedding in the rear seat of their five passenger car. They have a mattress which they spread out at night for sleeping in the open air. They left Los Angeles May 4 and suffered no mishap up to the time they arrived in El Paso. They went through The Needles, Calif., and up to Prescott, where they spent six days. They experienced no difficulty in getting over the roads. From Prescott they ran down to Phoenix and then to Bisbee, Lordsburg, Deming and into El Paso.

The worst piece of road they struck was near Lanark, which Mr. Kimbrey said compared with the sands of California in point of roughness. From El Paso they are going on to Fort Worth and Dallas, then up to Little Rock, Ark. There they will follow the Rock Island and the Union Pacific lines back home. They will spend the whole summer on the road.

When it comes to automobile trips, El Pasonns will take their hats off to J. D. Evans and Harry J. Fields, of New York City, if they ever come back this way. They were in El Paso during the past week on route to San Francisco. They came through from New York to Washington, around to St. Louis and Kansas City, then through Roswell to El Paso. Leaving this city they took the Borderland route westward and from San Francisco they will go to the Philippines, stopping there for a few days and then make a return trip over the northern route.

J. F. Williams, W. R. Latta, Waters Davis, H. S. Potter and their wives are planning a trip to the Colorado-New Mexico line next week. The trip will be made to Albuquerque and Las Vegas over the Camino Real and from there over the best road they can find. Just now they are seeking after light as no advice has yet been found as to the condition of the road beyond Las Vegas, although they are planning to go on the Camino Real from Las Vegas to El Paso and to the Colorado line from there. The trip will be made in the care of Mr. Williams, Mr. Potter and Mrs. Latta.

W. R. Cozart, his wife and their two daughters, Zola and Vivian, are going to take a trip to California and expect to be gone two or three months. They will leave Monday afternoon in a 48 horsepower Welch-Detroit car, which Mr. Cozart bought from the Southern Auto Sales company. Following the Borderland route they will go to Los Angeles and San Francisco and then up along the Pacific coast into the northwest country.

T. W. and J. S. Lanier, who were reared on the farm of a Texas broom, have broken their first love for the auto and have purchased a locomobile from C. E. Knoblauch, for delivery the first of next week. The car is a seven passenger, 48 horsepower machine and will be finished in maroon. The two brothers will take turns driving it.

Billy Knipper, one of the pathfinders who came through El Paso on the two days trip to Alaska City, drove a Henderson auto in the races at the Indianapolis speedway Friday, but made very little showing. Knipper was entertained here by the few auto owners who had cars then and was afterwards stranded on the desert south of Quartz in his Chalmers Detroit car and came near losing his life. Since he has completed his trip to Mexico City, Knipper has been driving in professional races and completed in the 500 mile gasoline derby Friday at the Hoedler speedway.

Nick Depper and family will run up to Las Cruces Sunday in a Buick "40."
Harry Thompson, the restaurateur, has bought a four passenger Pathfinder "40" and will use it in preference to his horse and buggy for his pleasure trips round about town and up and down the valley.

S. J. Hockett has bought a new Studebaker "35."
Nord Glenn, of the Arizona Copper company, made a fast run up to Clifton in a three-ton Rio truck. Leaving El Paso last Saturday morning, he reached Clifton Sunday night.

Mrs. Emma Connelly, of Deming, has bought another Chalmers "35," which was unloaded Saturday. She bought a similar machine a month ago and sold it.

J. M. Nunn, of Eden, N. M., was down during the week in his Geo. the 5th, to have some more electric lights put on it.

Mrs. Ella G. Russell has bought a new Chalmers "35," the second car of its kind she has purchased in six weeks. It is a four passenger torpedo.

Frank T. Pickrell bought a new five passenger Ford this week.

The Western Transfer company, of

Deming, N. M., bought a one ton Mack truck which Pierre Schon drove up there during the week.

W. H. Townsend, of Alpine, Tex., bought an Overland "35," and drove it back home.

Will Scott bought a five passenger Overland this week.

John Snyder, of Tularosa, N. M., has bought a five passenger Buick "35" and John Hutchins drove it home for him.

An Abbott-Detroit 41-50 was purchased by John Burdette, of Silver City, and driven home this week.

J. Bain, who has a ranch near Plainview, Tex., drove through in a Buick "35" during the week. He ran up to Hattiesburg, N. M., and into Arizona on cattle business and then back home to the plains country.

Lieut. Earl P. Coppock of the Second Cavalry, has bought the five passenger Overland that H. H. Kelly, of Deming, N. M., used to drive.

John Gayle has bought a three passenger Abbott-Detroit.

Floyd Turner, of Las Cruces, N. M., bought a seven passenger Chalmers "35" this week, and his son accompanied him on the drive.

J. B. Roberts bought a five passenger Ford.

O. H. Palm has a five passenger Kissel Kar.

L. Arena bought a five passenger Cole.

O. A. Arpin has a new five passenger Overland car.

E. L. Young has just bought a five passenger Abbott-Detroit.

Dr. Robert L. Hanes has a new two passenger Buick.

A five passenger Chalmers "35" was shipped to Chihuahua City by express via W. S. Harrison, of Parral, this week.

Owens Bros. of Santa Rita, N. M., have bought a Studebaker "35." Billy Adolph drove the car up there and delivered it.

Sidney Ullman has bought a five passenger Kissel Kar.

J. A. Fields, of Clint, Tex., bought a Hupmobile "35" this week.

Mal C. N. Barney, United States recruiting officer in El Paso, has bought a five passenger Ford.

H. S. Kerr, of Deming, N. M., has bought a Studebaker "35," and after trying it out on the city streets for a few days will run back home. He ran up to Las Cruces Friday.

The Allen Buick company has bought a five passenger Ford.

NEW LICENSE LAW EXEMPTS VISITORS FROM PAYING TAX FOR NINETY DAYS AFTER REACHING STATE.

The Colorado legislature has enacted a new highway law which means the expenditure of over \$700,000 on the part of the state alone in improving the mountain and plain roads of that state during the coming summer. This money given by the state to various counties is allotted those counties which will spend an equal amount with the state in improving their roads. The expenditure of this sum by the state therefore means that almost \$1,500,000 will be expended for good roads in Colorado this year.

Particular attention will be paid those roads leading into the state from Kansas, Nebraska, Oklahoma and states on the east.

A recent law passed by the legislature of Colorado provides for a state wide automobile license law. Visitors touring the state are, however, allowed to travel for 90 days without the necessity of securing a license. One of the principal benefits to be derived by visitors under this law is the fact that now they will be allowed to use their cars in Denver, Colorado Springs, Pueblo and other cities without having to secure a separate license in each place.

PHONE LONGWELL FOR TAXI.

A Little Care on the Part of the Automobilists Will Avoid Accidents

By G. A. Martin

Some Pointers From the "Safety" Man of the Street Railway—Necessity for a New Traffic Ordinance in El Paso—Need for Advertising Borderland Route—Roswell Route Good.

A MONTH ago the El Paso street railway company sent out warnings to automobilists about approaching street cars—how to do it without accident—and in the month that has followed, the lowest number of accidents for many months between street cars and automobiles has been recorded.

This shows that a little caution is worth a great deal. It may be partly due to luck, but the number of collisions has diminished, but it is more than likely due to the care the automobilists have used. It has been a saving in money to the street car company and to the automobilists, too.

Alfred Dixon, claim agent and "safety engineer" for the street railway company, is a "bug" on the subject of safety and is working every hour he has to spare on it. He is a man who comes such that it is a wonder many more people are not hurt.

NEED OF TRAFFIC SQUAD—A traffic squad for the police department has been suggested and it would be a splendid idea. There should be a policeman at each important intersection, and if the laws were enforced rigidly, they would soon be obeyed. A traffic squad, in special uniform, would look well and would attract attention from pedestrians and automobilists and other drivers so that they would be specially obeyed. Such men ought to have special instruction in the traffic laws.

This is the custom in all the cities of note. Speed is not regulated between blocks in the business section. The traffic officer stands at a corner and directs the traffic first one way, then the other, and at a signal, all cars, buggies and pedestrians going one way stop, while all those going another way, move on. And when the signal to stop is given, they stop. When the signal to move is given, they move. There is nothing about it, and there is no danger of running over somebody in the block, for a pedestrian is arrested as quickly for cutting across the middle of a block as an automobilist is arrested for disobeying the regulations.

L. M. Turner tells a story on himself in connection with the Los Angeles traffic regulations. He says he was too slow in getting started when the traffic policeman told him to go ahead. "I thought it was like this in El Paso; that slow running was necessary in the business section—and the policeman threatened to arrest him for blocking traffic. 'When I tell you to go, I mean GO,' the policeman said, and after that, when Turner got the signal to cross, he says he tried to run 50 miles an hour through the block and to the next corner."

Life and limb cannot be saved merely by putting a slow running limit on automobiles. It takes other things, and El Paso is in need of these other things and the mayor cannot revise the traffic laws too soon.

ADVERTISING OUR ROADS—Relative to advertising the roads in this section, it has been suggested that an inch advertisement by the El Paso Chamber of Commerce in the leading auto publications in the country would do the work. Such an advertisement would attract attention of every reader of the publications, and all automobilists who

are enthusiastic enough to travel in their cars are enthusiastic enough to read the automobile journals. A man who just buys a car because it will serve the purpose of carrying him around and takes no interest in reading the journals is not an automobilist in the true sense of the word. The man who is an enthusiast, the man who will help the good roads work, who will help to boost a transcontinental road and who is progressive in these things, reads the journals, studies his car and rides for the pleasure of it. This is the sort of man to appeal to and this is the man who will be caught by an advertisement like this:

Take the Borderland route; never covered by rails or snow, a great transcontinental route in America; from Dodge City, it runs through Roswell, N. M., the famous White moccasins to El Paso, in the wonderful Rio Grande valley, touching at Mexico with its interesting people, then westward through scenic Arizona to California, good hotels, garages, ample supplies all the way. Sunshine the year round. This would get 'em. It would be worth much as El Paso.

THE ROAD TO ROSWELL—The road between El Paso and Roswell by way of the Mesquero Indian reservation is in good shape, declares S. M. Johnson, of Roswell, who is in El Paso on business.

Mr. Johnson has recently been over the road from Tularosa to Roswell and says it is in perfect shape, much better, he says, than the road up by way of Carrizozo and Lincoln, because of the fact that between Tularosa and the Lincoln county line in Otero county.

Mr. Johnson says that the arroyos down the Hudson that formerly gave trouble between Tularosa and Roswell have been bridged and that there is no trouble negotiating the road. It runs through one of the most beautiful spots in America, he declares. He advises all who make the trip to be sure to visit the town of Silver Springs in the reservation and then to make the run up to Carroll's lodge. He believes that this section is going to be one of the greatest attractions of the Borderland route and says it will be a shame if the government does not create a national park out of the present reservation.

The government, he says, has just allowed the \$5000 for making repairs to the roads in the reservation and a good deal of this will be spent on the road to Roswell. Last winter part of this road was impassable because of the snow. The road is to be graded so that it will be in the best of shape all the time and the trees that shade it are to be cut away so that the sun will melt the snow, making the road passable all winter, regardless of weather conditions.

Mr. Johnson is most enthusiastic over the Southern National highway, which Del M. Potter brought as far as before the El Paso business men on Thursday, and says it is bound to be the logical and most practical and most popular transcontinental route. A road is now almost completed from Montreal to Florida, he says, and in a few months a fine automobile road will be completed from Vancouver to Los Angeles. "Why, then," he asks, "should we not have a southern route, possible all the year, linking these two, because the most popular is America?"

Several years ago the council adopted an ordinance limiting the speed of automobiles in the city to 12 miles which is about three in excess, and compelling automobiles to carry lights front and rear, but exempting buggies from carrying any sort of light. Enforcement of the regulation against exceeding this speed limit has been rigorous, but that is about the only regulation that is enforced. An automobilist running 20 miles an hour on Montana street at 11 o'clock at night when the street is perfectly free of people and other risks, is arrested and soaked \$17.50 for "speeding" and is allowed next day to run his machine up alongside the curb on San Antonio street and block traffic for two hours or cut a corner on some busy street

and almost run down a pedestrian and nothing is said. This is very much of the village order. El Paso needs a traffic ordinance and needs it badly. With an automobile or buggy standing on each side of San Antonio street and street cars going each way, it is a wonder that anything is possible for anything to pass. With a few people "jaying" across the street between corners, the situation becomes such that it is a wonder many more people are not hurt.

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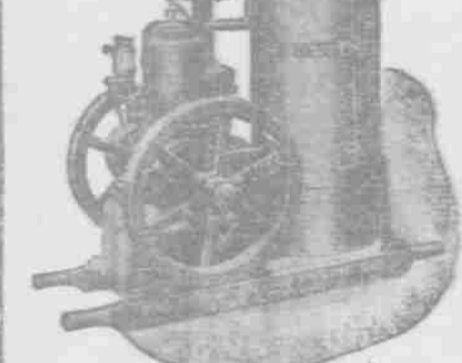
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This Is Our Gaso-Kero Engine



The best small engine made, operates on naphtha, alcohol, kerosene, distillate of gasoline. Sold at reasonable price and absolutely guaranteed. We carry the engines in stock.

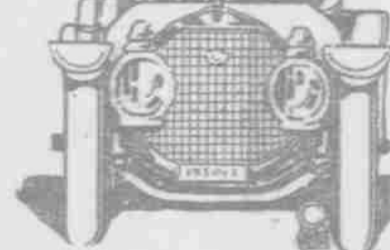
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Overland Cars

Geo. L. Fisher, Distributor. Salesrooms Southwestern Building. Phone 180. P. O. Box 77.

Jack Rabbit

El Paso Rubber & Automobiles Auto Supply Co.

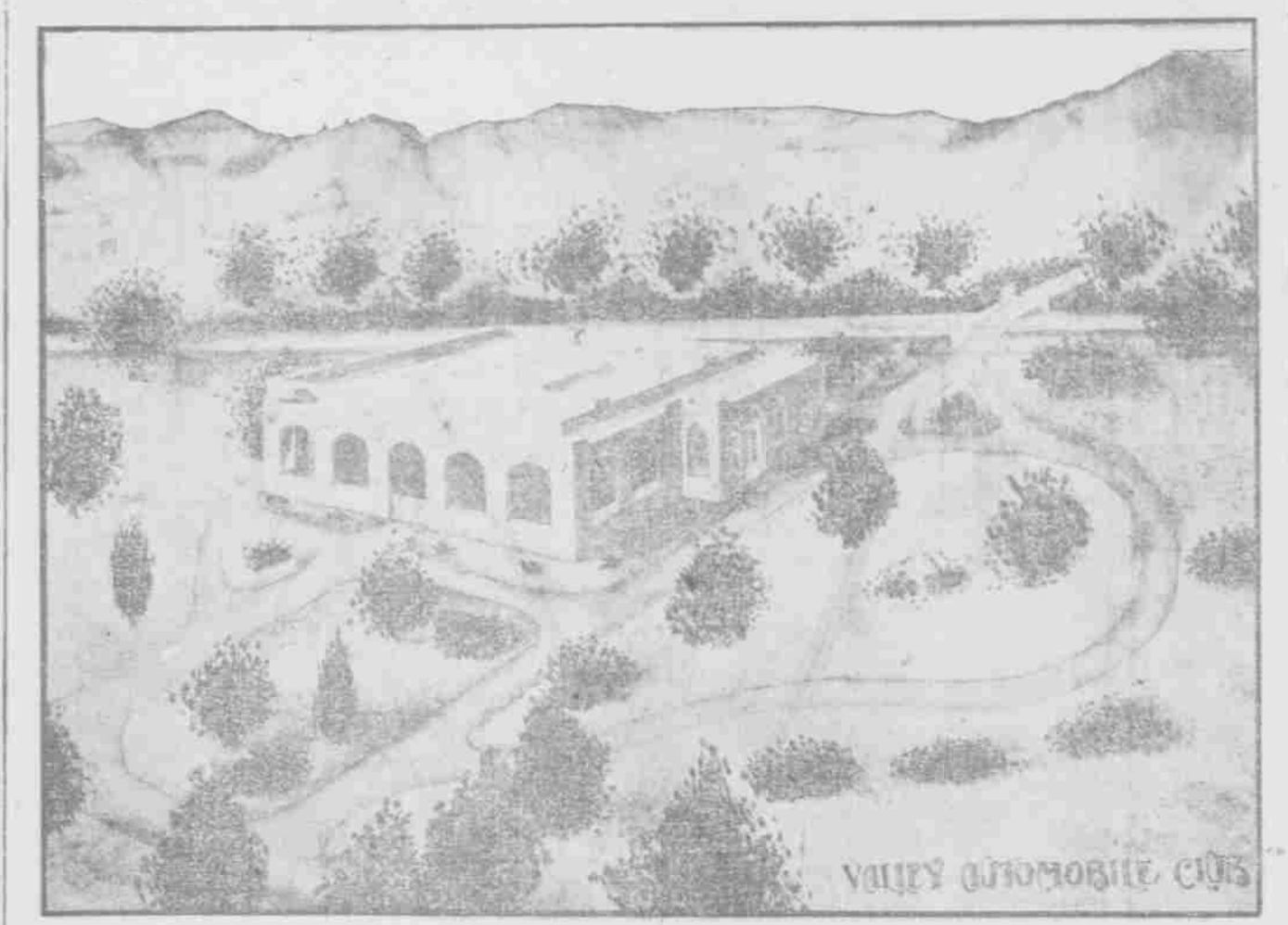
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Proposed Automobile Club For Valley



Architect's Drawing For Remodeling Residence on Knoblauch Place and For the Surrounding Grounds. G. Olson & Robertson, Architects.

Stock Is Being Sold in the Enterprise to the Local Car Owners.

AUTO club promoters are soliciting members for the proposed club down the valley. Signatures of eight members to the club

were obtained after an hour of solicitation along the automobile owners of the city.

The club, which is proposed to be organized among the automobile owners, will have a headquarters at the residence of G. P. Knoblauch, nine miles down the valley. There are 37 acres in this tract and a good house on it. The plans provide for the alteration of this house into an automobile club house, with club rooms, a garage and restaurant.

A mile track, with banked turns for racing a pleasure driving, is also included in the plan.

It is proposed to get 200 members for the club before it is organized. The members will hold an equal claim in the ranch and buildings and it will be conducted for the pleasure of the members. A sketch of the club house has been made by G. Olson and Robertson and the race track has been drawn to scale circling the house.

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An oversize tire, with added air capacity, is worth more than a tire without it.

Yet No-Rim-Cut tires offer both these features without any extra price.

Lower Prices

No-Rim-Cut tires used to cost one-fifth more than clinchers.

Yet they became, at an extra price, the most popular tires in the world.

Little by little, as our output increased, the price of these tires has been cut. Our last reduction was about 11 per cent.

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Compare these tires with hooked-base clincher tires.

The clincher tire will rim-cut when wholly or

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No-Rim-Cut tires were never known to rim-cut.

And these tires, as compared with clinchers, have one-tenth greater air capacity. That extra capacity, under average conditions, adds 25 per cent to the tire mileage.

Now at no extra price you get tires that can't rim-cut, tires with this overcapacity. You get the tires which, in the test of time, have come to outlast any other.

Is it not worth while to insist on them?

Ask for the Goodyear Tire Book—14th-year edition. It tells all known ways to economize on tires.



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This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

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